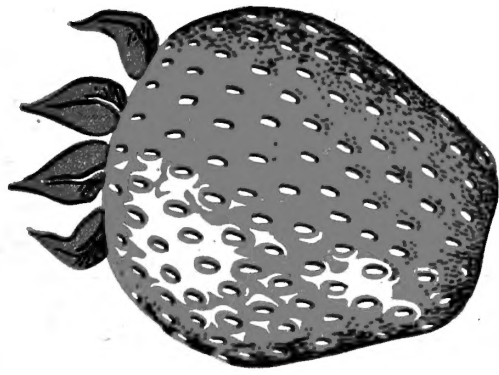


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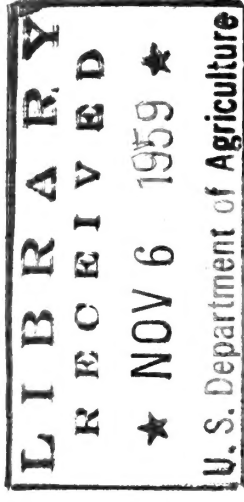
1-2

1959-60 CATALOGUE

of Superior Quality



STRAWBERRY Plants



HILTON JOHNSON

All plants grown by:

WITH **THE CONNER COMPANY**

FOUNDATION STOCK FROM UNIVERSITY OF ARKANSAS EXPERIMENT STATION

Augusta, Ark.

... About Arkansas State Certified Plants

Through the cooperation of the University of Arkansas Experiment Station and the Arkansas Plant Board, a system of plant certification has been developed that insures growers of obtaining plants of the highest quality. Under this system the University of Arkansas maintains Registered (Purple Tag) Foundation Stock. These plants are free of viruses and other diseases and they are released to reliable growers (The Conner Company is one of these growers) for increase. The grower sets this foundation stock in fields where no strawberry plants have been grown for 10 years and these fields are required to be at least one mile from any other field containing strawberry plants. The plants are set for increase in these isolated fields under certification conditions and agreements set up by the Arkansas State Plant Board and the University. The plants which are grown from this registered Purple Tag stock are sold by The Conner Company as BLUE TAG plants and they are inspected and meet standards of certification set by the State Plant Board. GREEN TAG plants are grown from Blue Tag stock and are inspected and meet standards of certification by the State Plant Board.

Under these conditions no Arkansas Certified strawberry plant offered for sale is more than two years from Registered Foundation disease-free plants. In addition to being virus-free, Arkansas Certified plants are free of red stele disease, root-knot nematodes, and noxious weeds. Spring and summer crimp nematodes and crown borer tolerances are such that the Certified plants are essentially free of these pests.

Trials by the University of Arkansas Experiment Station have shown increased yields ranging up to 25 or 30 crates per acre where Certified plants were compared to ordinary plants which were infected with virus and other diseases.

The increased vigor of the Certified plants results in greater runner plant production. Where ordinary plants are spaced 2½ to 3 feet apart in a row, Certified plants may be set 3 to 5 feet apart and in a normal year can be expected to make a good matted row.

The Conner Company is proud to offer these Arkansas State Certified plants for sale; they are absolutely the finest strawberry plants available anywhere.

ARKANSAS STATE CERTIFIED VARIETIES

BLUE TAG

(First year from Univ. of Ark. foundation stock)

Blakemore

100 to 1000 plants, \$ **2.50** per 100, Postpaid
1000 or more plants, **9.50** per 1000, at Augusta

Florida "90"

100 to 1000 plants, \$ **2.50** per 100, Postpaid
1000 or more plants, **10.00** per 1000, at Augusta

Klondyke

100 to 1000 plants, \$ **2.50** per 100, Postpaid
1000 or more plants, **10.00** per 1000, at Augusta

Missionary

100 to 1000 plants, \$ **2.50** per 100, Postpaid
1000 or more plants, **10.00** per 1000, at Augusta

Robinson

100 to 1000 plants, \$ **2.50** per 100, Postpaid
1000 or more plants, **10.00** per 1000, at Augusta

Surecrop

100 to 1000 plants, \$ **2.50** per 100, Postpaid
1000 or more plants, **12.00** per 1000, at Augusta

Tennessee Beauty

100 to 1000 plants, \$ **2.50** per 100, Postpaid
1000 or more plants, **10.00** per 1000, at Augusta

Ark. State Certified Varieties (Cont'd.)

GREEN TAG

(Second year from Univ. of Ark. foundation stock)

GREEN TAG

Blakemore

100 to 1000 plants, \$ **2.00** per 100, Postpaid
1000 or more plants, **7.50** per 1000, at Augusta

GREEN TAG

Florida "90"

100 to 1000 plants, \$ **2.00** per 100, Postpaid
1000 or more plants, **9.00** per 1000, at Augusta

GREEN TAG

Klondyke

100 to 1000 plants, \$ **2.00** per 100, Postpaid
1000 or more plants, **9.00** per 1000, at Augusta

GREEN TAG

Missionary

100 to 1000 plants, \$ **2.00** per 100, Postpaid
1000 or more plants, **9.00** per 1000, at Augusta

GREEN TAG

Robinson

100 to 1000 plants, \$ **2.00** per 100, Postpaid
1000 or more plants, **9.00** per 1000, at Augusta

GREEN TAG

Pocahontas

100 to 1000 plants, \$ **2.00** per 100, Postpaid
1000 or more plants, **12.00** per 1000, at Augusta

GREEN TAG

Tennessee Beauty

100 to 1000 plants, \$ **2.00** per 100, Postpaid
1000 or more plants, **9.00** per 1000, at Augusta

ARKANSAS STATE INSPECTED VARIETIES

**Grown on Our Own Farms
From Virus-Free, Disease-Free Stock**

— **EARLY VARIETIES** —

Belmar

A favorite in the Central Belt — Ships well

100 to 1000 plants, **\$ 2.00** per 100, Postpaid
1000 or more plants, **8.00** per 1000, at Augusta

Fairfax

Large, quality berries — good quality

100 to 1000 plants, **\$ 2.00** per 100, Postpaid
1000 or more plants, **12.00** per 1000, at Augusta

Klonmore

Productive — Very good shipper

100 to 1000 plants, **\$ 2.00** per 100, Postpaid
1000 or more plants, **8.00** per 1000, at Augusta

Redglow

Stele resistant — large fruit — vigorous

100 to 1000 plants, **\$ 2.00** per 100, Postpaid
1000 or more plants, **12.00** per 1000, at Augusta

— **SEMI-EARLY VARIETIES** —

Dixieland

Large, firm berries — Excellent, fancy shipper

100 to 1000 plants, **\$ 2.00** per 100, Postpaid
1000 or more plants, **10.00** per 1000, at Augusta

Dunlap

Beautiful, bright red berries — hardy plants

100 to 1000 plants, **\$ 2.00** per 100, Postpaid
1000 or more plants, **8.00** per 1000, at Augusta

Premier

Highly productive — vigorous plant maker

100 to 1000 plants, **\$ 2.00** per 100, Postpaid

1000 or more plants, **8.00** per 1000, at Augusta

— MID-SEASON VARIETIES —

Albritton

An East Coast favorite — rich, red color

100 to 1000 plants, **\$ 2.00** per 100, Postpaid

1000 or more plants, **10.00** per 1000, at Augusta

Armored

Popular in mid-U. S. sections — productive

100 to 1000 plants, **\$ 2.00** per 100, Postpaid

1000 or more plants, **8.00** per 1000, at Augusta

Catskill

A New York introduction — vigorous grower

100 to 1000 plants, **\$ 2.00** per 100, Postpaid

1000 or more plants, **12.00** per 1000, at Augusta

Empire

A favorite for mid and northern U. S. areas

100 to 1000 plants, **\$ 2.00** per 100, Postpaid

1000 or more plants, **10.00** per 1000, at Augusta

Pocahontas

Heavy yielding — very fine variety

100 to 1000 plants, **\$ 2.00** per 100, Postpaid

1000 or more plants, **10.00** per 1000, at Augusta

Solana

New from California! Beautiful berries

100 to 1000 plants, **\$ 2.00** per 100, Postpaid

1000 or more plants, **15.00** per 1000, at Augusta

The Everbearing Varieties . . .

OZARK *Beauty*

"We are proud to offer this outstanding Arkansas-developed strawberry plant."

\$ 3.00 per 100, Postpaid

Arkansas State Certified

BLUE TAG

STREAMLINER

A very fine, new Everbearing plant
Vigorous and flavorful

\$ 3.00 per 100, Postpaid

Arkansas State Inspected

Gem

An old favorite — large, bright red berries

\$ 3.00 per 100, Postpaid

Superfection

Light red color — excellent for home use

\$ 3.00 per 100, Postpaid



"We ship only the very finest plants, packed with care, to insure that our customers receive plants of the highest quality."

THE CONNER COMPANY

Suggestions for Growing Strawberries

By HILTON JOHNSON

1. Set the best Virus Free - Disease Free Certified Blue Tag plants available.
2. Buy plants from reliable plant growers. This insures variety purity.
3. Select well drained land that is as free of grass and weed seed as possible. Row or sprinkler irrigation insures against drouth—very important.
4. Plant bed rows should be well prepared and just high enough for drainage, irrigation and cultivation.
5. Suggested row width, 36 inches to 42 inches.
6. Plant spacing in rows, 12 inches to 48 inches, depending on kind of plants, and local conditions. Plants per acre:
 - 36 in. between rows, 18 in. spacing, 9680 plants.
 - 38 in. between rows, 18 in. spacing, 9170 plants.
 - 40 in. between rows, 18 in. spacing, 8713 plants.
 - 36 in. between rows, 30 in. spacing, 5808 plants.
 - 38 in. between rows, 30 in. spacing, 5503 plants.
 - 40 in. between rows, 30 in. spacing, 5228 plants.
7. Fertilizer. Have your soil analyzed for necessary type and amount. Your County Agent will help and advise. Basic recommendations: 200 lbs. 5-10-5 under beds before setting.
8. Cultivate regularly. Keep clean of grass and weeds. Irrigate a few days before you think it is needed. Do not allow water to cover or stand on plants.
9. Pest control. Consult your County Agent.
10. Consult your County Agent or College of Agriculture for advice in your area.
11. There are 14,520 feet of rows in an acre if rows are 36 inches apart:
 - 13,726 feet in rows 38 inches apart.
 - 13,070 feet in rows 40 inches apart.
 - 12,446 feet in rows 42 inches apart.

THE CONNER COMPANY
AUGUSTA, ARKANSAS
Telephone: Feldbrook 7-2561
Growers of Quality Plants